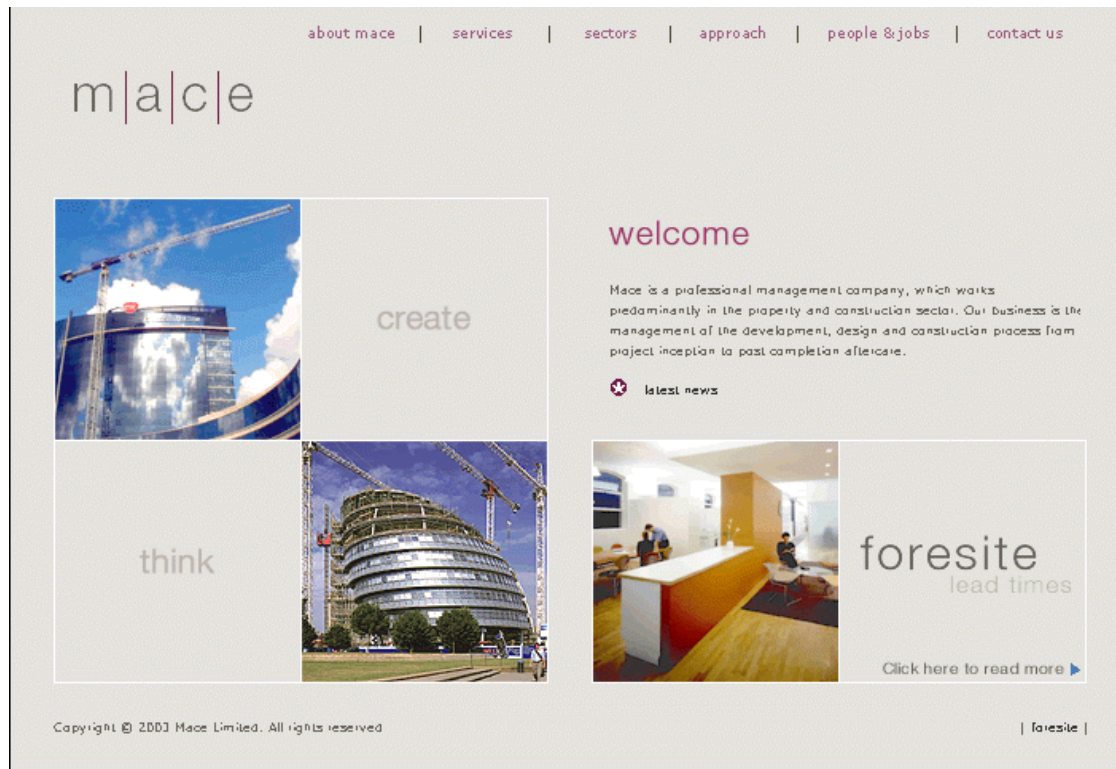# Redesigning the Mace Company Site Home Page

Introduction

Only complete this assignment after you ve read the lesson Sites with Hangups. When you get to the Mace Company web site and try clicking on any of the links, you will be taken to the following page:

The text on the page reads: *Mace is a professional management company, which works predominantly in the property and construction sector. Our business is the management of the development, design and construction process from project inception to post completion aftercare.*

Would you have ever guessed that this site is for a property management and construction company prior to clicking on one of the links on the home page?

And what is the purpose of the home page anyway?   What was the intention of the designer?

Due to the fact that all links within the design take the site guest to the same page, this first page appears to be an intro page. Intro pages are not recommended as professional or positive site design. Intro pages have a tendency to annoy people. If you were to choose to include an intro

page on a site, the intro should:
1.   Fulfill a marketing or other company objective.
2.   Be of value to the site guest, and not merely a promotional   opportunity for the company
        or included because it looks cool to the web designer.
3.   Include a way for the site guest to bypass it and get to the site, which is the content
        they ve come for.
4.   Be quick to load, quick to the point, and quick to finish.

The Project

We will design a new index.html page (the page recognized by the web server as the home page).
The design for the page, if completed, would have a Flash® presentation on it and provide links
to the rest of the site. However, you will piece together the redesign to learn the following:

1.   Some pointers for improving the usability and better meeting the objectives of the site.
2.   Flash basics. You will need these basics as you move into more challenging projects later
        in this course.

The redesign will be created in Flash®. And since we are not redesigning or creating the rest of
the site, we will need to stay within the same color and font schema. Believe this statement: The
rest of the site also needs some work, but improving the home page will get you started in your
ability to differentiate between effective and ineffective site design.

Steps

1.   Open Flash MX®. Understanding the basics of Flash is necessary at this point.
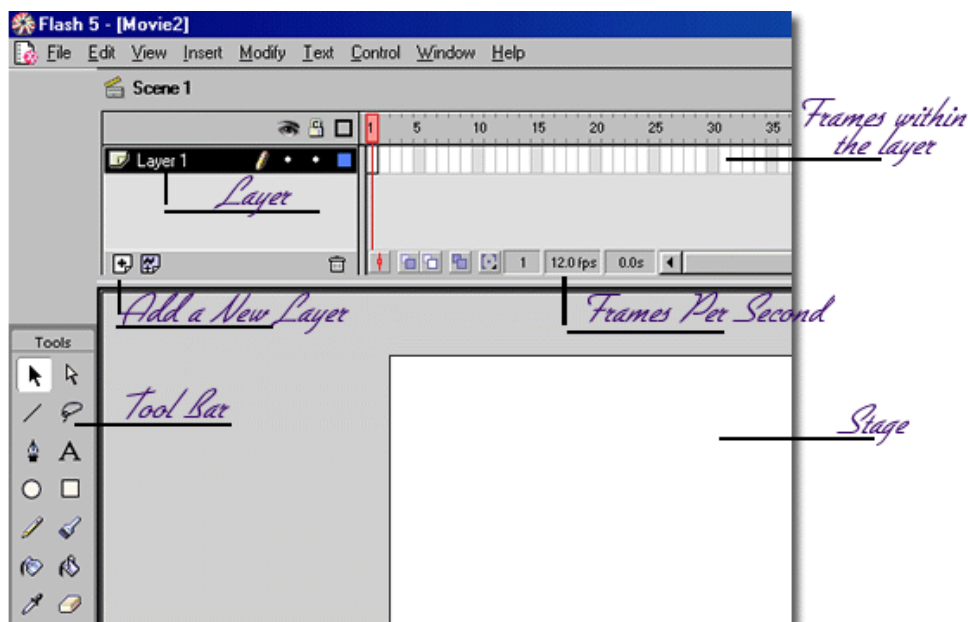
    A.   <u>Stage</u>   The Stage is where the objects (text and images) are visually placed.

    B.   <u>Frames within a Layer</u>   Objects are added to the stage, within particular frames. The frames control the timing of objects displaying on the stage.

    C.   <u>Layer</u>   The Layers are provided for you, to keep the objects separated for ease of creating the presentation.

    D.   <u>Add a New Layer</u>   Adds an additional Layer to the Scene.

    E.   <u>Tool Bar</u>   The Tool Bar provides tool choices to use when creating and modifying shapes, images, and text.

    F.   <u>Frames Per Second</u>   The default setting for Frames Per Second is 12fps. To change the default setting, double click on the 12fps where shown.

    G.   <u>.FLA versus .SWF</u>   As mentioned in the lesson, .FLA files are the files created when the Flash presentation is made. A SWF file is the completed file, embedded into the web page for viewers to watch and/or interact with.

2.   The Library: There are three types of symbols you can create within your Flash® projects. These types of symbols are stored within the *Library*:

    A.   <u>Movie Clip</u> - - Select this type of symbol when you have a moving sequence you wish to add to a project (like the running man in the opening of the project you are creating)

    B.   <u>Button</u> - - Select this type of symbol when you want to apply an action to the image (a sound when it is clicked, for instance)

    C.   <u>Graphic</u> - -   Select this type of symbol for still images

3.   All three types of symbols are located within the *Library*. The *Library* contains the characters : movie clips, buttons, graphics that appear within your movie (that you add to the stage). To view the Library within Flash®, press [Ctrl] [L] on your keyboard -or- select *Window, Library* from the menu bar.

4.   The files for this exercise are in a zipped file within the Sites with Hangups lesson. Please make sure you have saved this file, and you've extracted the files to a folder, specific for this assignment.

5.   Import all of the files that you extracted from your zip file to the *Library* by completing the following step:

    A.   File, *Import to Library...*

    B.   Then select all files you wish to add (Hint: [Ctrl] [A] will select all files; and using the [Ctrl] key while you click files will allow you to randomly select files to add to your *Library*.

6.   Set up the Document:

    A.   Set the color of the background. Select *Modify, Document* from the menu bar and enter the following value in for the color of the document: #E5E3DE

    B.   Here is a screen shot of what the window will look like:

C.
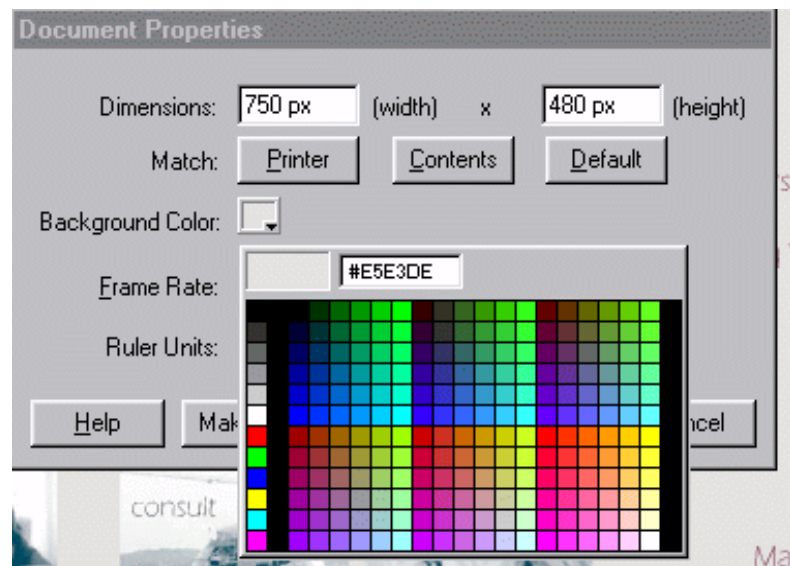
D.   Also set up the dimensions of your site to be the same as those shown: 750 px (width) and 480 (height)

E.   The Frame Rate is: 12 fps (frames per second), which is the default. The FPS determines how fast the movie will play. You won t need to worry about the FPS for this exercise, but you will for all other assignments involving Flash®.

F.   You will lay out the images within the design as follows:
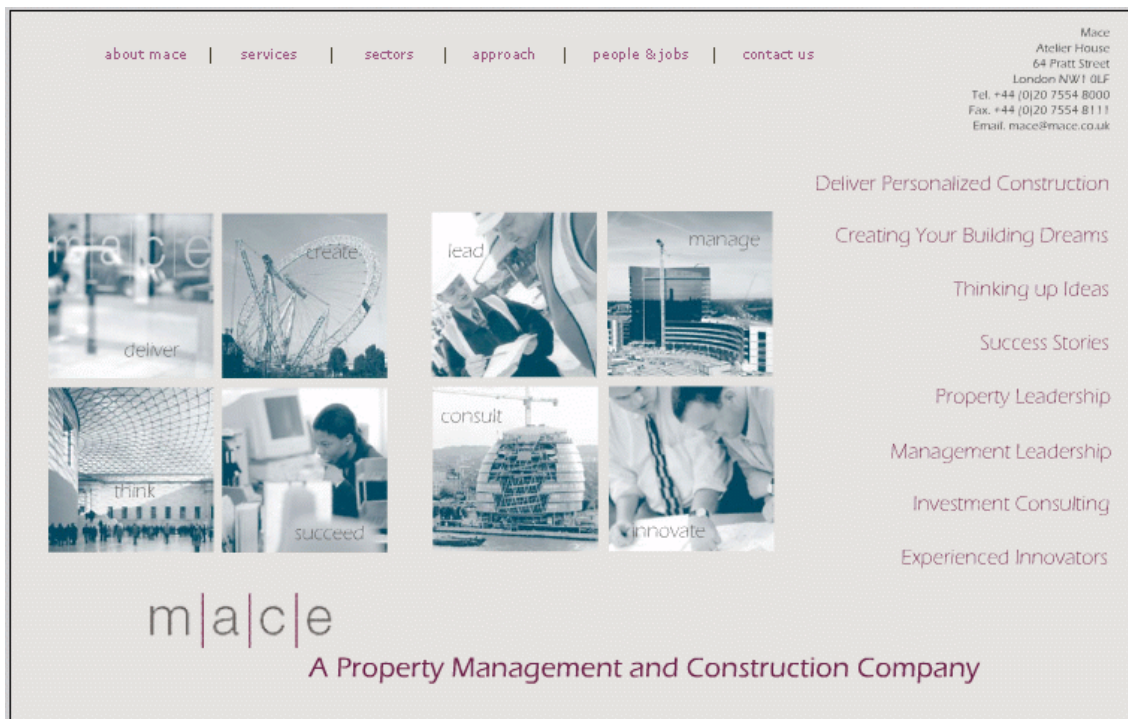
G.   You will need to turn the Grid on, so you can align everything up. To be able to view the Grid lines, click: ***View, Grid, Show Grid***.

H.   Edit the Grid to display at **12 px**: ***View, Grid, Edit Grid***.

I.   The screen should look like:

J.   Count the squares to line up the images and create your design.

K.   The words are text, typed in and font color adjusted.

L.   The address at the top right hand corner of the design was highlighted and copied from the mace web site and pasted into a text box and right aligned.

M.   Save the file. It will have a **.fla** extension.

What to Turn In

1.   A copy of the **.fla** file you created.

What to Think About

1.   The differences between the site you just designed and the actual one for the company.

2.   What affect marketing has on the Internet.